

NCC Cable System Order

NO#110458410

| | | | | | |
|--|---------------------------|-----------------|----------------------------|------------------|----------------|
| Order # | 62449897 | Flight Dates | 08/28/17 - 09/10/17 | Update Date | 08/23/17 |
| Syscode | 6863 | Agency | Walheim Media | Version | 2 Vs. 1 |
| System Name | Spectrum/Rosemount, MN | Advertiser | Environmental Defense Fund | Show All Lines | |
| Market | Minneapolis-St. Paul | | | Total # of Weeks | 2 |
| | | Client Code | EDAF | Total | \$1,134.00 |
| AE | Charles Walker | Product Code | MN Dist | Commission | \$170.10 |
| Sales Coordinator | Emily Woods | Est Code | | Net Total | \$963.90 |
| Office | San Francisco | Product Name | | Total Spots | 149 |
| Phone | (415) 844-1440 | Credit Status | | Affiliate Split | 100.0 |
| Status | Not accepted | | | Sold On | Cost Per Point |
| Survey | DMA Nielsen Live+SD Sep16 | Primary Demo | Adults 35+ | GRP | 85.7 |
| All ratings are based on DMA populations | | Makegood Policy | Approval Required | CPP | \$13.00 |
| | | | | GIMF | 2073631 |
| | | | | CPM | \$0.55 |

Comments : 8/23 Revise lines to match order. Please review and confirm. Thanks! 8/23 NEW ORDER, PLEASE REVIEW AND CONFIRM, THANKS!

| Line | Net | Program | Start Date | Stop Date | Start Time | Stop Time | M | T | W | T | F | S | S | RTG | IMP | Total Spots | Unit Cost | Total Cost | Spot Len | Line Comment |
|------|------|------------------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|------|-------|-------------|-----------|------------|----------|---------------|
| 1 | CNBC | Early Morning | 8/28/17 | 9/3/17 | 05:00 | 09:00 | X | X | X | X | X | | | 0.10 | 1689 | 5 | \$2.00 | \$10.00 | 30 | |
| 2 | CNBC | Daytime Rotation | 8/28/17 | 9/3/17 | 09:00 | 16:00 | X | X | X | X | X | X | X | 0.20 | 4344 | 0 | \$2.00 | \$0.00 | 30 | Change to M-F |
| 3 | CNBC | Prime Rotation | 8/28/17 | 9/3/17 | 16:00 | 24:00 | X | X | X | X | X | X | X | 0.10 | 3137 | 21 | \$4.00 | \$84.00 | 30 | |
| 4 | MNBC | Early Morning | 8/28/17 | 9/3/17 | 05:00 | 09:00 | X | X | X | X | X | | | 0.50 | 11583 | 5 | \$2.00 | \$10.00 | 30 | |
| 5 | MNBC | Daytime Rotation | 8/28/17 | 9/3/17 | 09:00 | 16:00 | X | X | X | X | X | X | X | 0.60 | 14479 | 0 | \$2.00 | \$0.00 | 30 | Change to M-F |
| 6 | MNBC | Prime Rotation | 8/28/17 | 9/3/17 | 16:00 | 24:00 | X | X | X | X | X | X | X | 0.80 | 18582 | 21 | \$4.00 | \$84.00 | 30 | |
| 7 | FXNC | Early Morning | 8/28/17 | 9/3/17 | 05:00 | 09:00 | X | X | X | X | X | | | 0.60 | 13755 | 5 | \$12.00 | \$60.00 | 30 | |
| 8 | FXNC | Daytime Rotation | 8/28/17 | 9/3/17 | 09:00 | 16:00 | X | X | X | X | X | X | X | 0.60 | 15203 | 0 | \$8.00 | \$0.00 | 30 | Change to M-F |
| 9 | FXNC | Prime Rotation | 8/28/17 | 9/3/17 | 16:00 | 21:00 | X | X | X | X | X | X | X | 1.10 | 27028 | 10 | \$20.00 | \$200.00 | 30 | |
| 10 | FXNC | Prime Rotation | 8/28/17 | 9/3/17 | 22:00 | 24:00 | X | X | X | X | X | X | X | 1.00 | 24132 | 4 | \$20.00 | \$80.00 | 30 | |
| 11 | CNN | Early Morning | 8/28/17 | 9/3/17 | 05:00 | 09:00 | X | X | X | X | X | | | 0.40 | 8929 | 5 | \$10.00 | \$50.00 | 30 | |
| 12 | CNN | Daytime Rotation | 8/28/17 | 9/3/17 | 09:00 | 16:00 | X | X | X | X | X | X | X | 0.70 | 16410 | 0 | \$6.00 | \$0.00 | 30 | Change to M-F |
| 13 | CNN | Prime Rotation | 8/28/17 | 9/3/17 | 16:00 | 24:00 | X | X | X | X | X | X | X | 0.80 | 20271 | 21 | \$16.00 | \$336.00 | 30 | |
| 14 | CNBC | Daytime Rotation | 8/28/17 | 9/3/17 | 09:00 | 16:00 | X | X | X | X | X | | | 0.20 | 4343 | 14 | \$2.00 | \$28.00 | 30 | Change to M-F |
| 15 | MNBC | Daytime Rotation | 8/28/17 | 9/3/17 | 09:00 | 16:00 | X | X | X | X | X | | | 0.60 | 14479 | 14 | \$2.00 | \$28.00 | 30 | Change to M-F |
| 16 | FXNC | Daytime Rotation | 8/28/17 | 9/3/17 | 09:00 | 16:00 | X | X | X | X | X | | | 0.60 | 15203 | 10 | \$8.00 | \$80.00 | 30 | Change to M-F |

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|--|------------|------------------|------------|-----------|------------|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|-----------|------------|----------|---------------|
| 17 | CNN | Daytime Rotation | 8/28/17 | 9/3/17 | 09:00 | 16:00 | X | X | X | X | X | | | 0.70 | 16409 | 14 | \$6.00 | \$84.00 | 30 | Change to M-F |
| Sep 2017 Oct 2017 Nov 2017 Dec 2017 Jan 2018 Feb 2018 Mar 2018 Apr 2018 May 2018 Jun 2018 Jul 2018 Aug 2018 Total | | | | | | | | | | | | | | | | | | | | |
| SPOTS | 149 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 149 |
| AMT | \$1,134.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$1,134.00 |

SYSTEM APP: SALES ACCT

62449897 | Minneapolis-St. Paul | Spectrum/Rosemount, MN | 6863 |

Date Printed 08/23/17